

South Carolina Statewide Lodging Outlook Report
July 2015

	Occupancy Rate		Average Room Rate		RevPAR*		Room Revenue	Rooms Available	Rooms Sold
Current Month: July 2015	July 2015	% Chg	July 2015	% Chg	July 2015	% Chg	% Chg	% Chg	% Chg
United States	75.3%	2.3%	\$124.32	5.9%	\$93.61	8.3%	9.6%	1.2%	3.5%
South Atlantic**	74.6%	3.6%	\$117.41	5.2%	\$87.56	9.0%	10.0%	0.9%	4.5%
South Carolina	76.0%	2.4%	\$132.54	4.3%	\$100.67	6.8%	7.8%	0.9%	3.3%
Year-to-Date: January through July 2015	Jan-July 2015	% Chg	Jan-July 2015	% Chg	Jan-July 2015	% Chg	% Chg	% Chg	% Chg
United States	66.7%	2.3%	\$119.91	5.0%	\$79.94	7.4%	8.5%	1.0%	3.3%
South Atlantic**	69.2%	3.3%	\$119.89	5.6%	\$82.91	9.1%	10.1%	0.8%	4.2%
South Carolina	64.4%	2.0%	\$108.35	5.7%	\$69.75	7.8%	8.8%	0.9%	2.9%

*RevPAR = Revenue Per Available Room, i.e., total room revenue divided by total number of room nights.

**South Atlantic Region is comprised of: Maryland, Delaware, West Virginia, Virginia, North Carolina, South Carolina, Georgia, Florida

Only hotels with 10 or more rooms are included in the table above

All percent change is versus the same period in the previous year

Source: STR, Inc.

Three Month Occupancy Outlook for South Carolina

		August 2015	September 2015	October 2015
STR, Inc. <i>From July 2015 Forecast Report</i>	Occupancy Forecast	69.8%	61.6%	62.9%
	% Chg vs same month in 2014	0.4%	1.3%	0.9%
TravelClick <i>From Bookings as of 8/16/15</i>	Occupancy from Current Bookings	51.5%	19.0%	10.9%
	% Chg vs same month in 2014	-0.8%	6.4%	7.9%

Source: STR, Inc. and TravelClick